

CITY OF HOLLISTER
GROWTH MANAGEMENT ORDINANCE
ROUND 2
Project Rating Scale
2011-2012



Introduction

In 2002, the voters of the City of Hollister approved a growth management initiative. In order to codify this voter approved initiative, the Hollister City Council approved an ordinance enacting the City's Growth Management Program. This ordinance requires that a project rating scale be adopted by the Planning Commission in its competitive evaluation and ranking of proposed projects. This document provides project scoring criteria to be used as part of a proposed ranking system for consideration by the Hollister City Council.

Hollister Growth Management Program

The Growth Management Program is defined in Chapter 16.64 of the City of Hollister Municipal Code and is included as Appendix A of this document. As stated in the Declaration of Intent (Section 16.64.010), the Growth Management Program provides the following five stated intents:

- 1) to encourage a rate of residential growth within the city which will not exceed the city's ability to provide adequate and efficient public services, including sewer, water, police, fire, streets, parks, general administration and maintenance of public facilities, or the ability of the local economy, including the city's financial capacity, to support such growth, maintain and improve the quality of the environment considering the city's natural setting, including water courses, viable agricultural/open lands, recreational, historic and scenic areas;
- 2) to encourage and promote a balanced community with adequate housing to meet the needs of local employment and residents;
- 3) to encourage the construction of an appropriate share of the regional need for housing;
- 4) to encourage and promote housing programs and activities to enable the city to meet the needs of all economic segments of the community, including the provision of adequate levels of rental housing; and
- 5) provide and maintain a sound economic base for the city.

The Growth Management Section of the Hollister Municipal Code includes the following additional sub-chapters for further reference:

- 1) 16.64.020 Application of article
- 2) 16.64.025 Definitions
- 3) 16.64.030 Exemptions
- 4) 16.64.040 Growth limits

- 5) 16.64.045 Growth limit established
- 6) 16.64.050 Residential development projects
- 7) 16.64.055 Applications for residential development allocations
- 8) 16.64.070 Project rating scales
- 9) 16.64.080 Competitive evaluation and assignment of build-out schedule
- 10) 16.64.085 Growth limit allocations
- 11) 16.64.090 Agreement to perform
- 12) 16.64.100 No vested rights
- 13) 16.64.110 Existing projects – Special unit allocations
- 14) 16.64.115 Hardship allocations
- 15) 16.64.120 Development agreements
- 16) 16.64.130 Judicial review

It should be noted that Section 16.64.30 specifically identifies residential projects that are exempted from the Growth Management Program. These exemptions include the following:

- 1) Replacement residential units or the relocation of an existing dwelling unit to a legal lot of record;
- 2) Single family residential units to be constructed on single legal lots or record in existence prior to July 1, 2000;
- 3) Secondary residential units subject to the provision of Section 17.44.180 of the code.

In addition, Section 16.64.025 provides the following definitions to types of residential projects that are covered by this ordinance:

- 1) Affordable Housing: housing units affordable to families with incomes at or below one-hundred-twenty (120) percent of the county median income, including very low, low, medium and moderate income units.
- 2) Below Market Rate Housing: housing units with prices or rental levels established at less than market rate, and affordable to families with incomes above one-hundred-twenty (120) percent of the county median income.
- 3) Market Rate Housing: housing units selling or renting for prices or levels set by the housing market.
- 4) Senior Housing: housing that is available only to seniors, in accordance with state and federal housing laws and guidelines.
- 5) Small Residential Project: A residential project consisting of no more than eight single family residential units or lots, or a subdivision of land into no more than eight lots.

Proposed Rating Process Overview

Based on the Growth Management Program Ordinance, the City of Hollister will be responsible for conducting an evaluation process for proposed residential projects. The evaluation process will be initiated by the City with a request for Residential

Development Applications under Measure U. Once the City opens the application process, potential applicants will have approximately three months to prepare and submit applications. After the application period has closed, the City will begin the evaluation process and will rank the applications according to the rating criteria provided.

The Rating Criteria is grouped into six (6) categories: a) Conformance with Land Use Goals, General Plan compliance and the provision of Critical Infrastructure; b) satisfying the need for balanced Transportation/Circulation; c) the utilization of Green Building Concepts; d) providing for a Housing Density Mix; and e) an ample use of high quality Design Elements (please see Rating Criteria under Exhibit A) f) lot consolidation. The guiding principle for each of the six categories is to provide amenities/elements above and beyond the minimum necessary to satisfy the established requirement. This process will facilitate scoring and ranking of proposed projects. The City of Hollister Planning Commission will award allocations for building unit allocations based on the ranking.

Land Use, General Plan Policy/Critical Infrastructure: The City of Hollister Growth Management Program, Chapter 16.64 of the Municipal Code declares the intent of the City to encourage residential growth that will not exceed the City's ability to provide adequate and efficient public services, including water, sewer, and other public services. The City of Hollister General Plan requires that residential development be located and designed to ensure the general public is safe from flooding, earthquakes and other hazards. In addition, Measure U declares that the project shall be evaluated based on whether the project applicant has guaranteed funding to install any lines or facilities necessary to serve the development, and whether the local systems and/or the transmission facilities as a whole have adequate capacity to serve the development. The project shall be evaluated with reference to its positive or neutral financial impact on the City's ability to provide adequate police and fire services to residents of the development and the City.

Compliance with adopted Zoning and Subdivision Codes alone is an insufficient way for the City to approve residential units because of the high demand. This application process is being implemented to provide high quality development and a high quality of life for Hollister residents.

Transportation/Circulation: The City of Hollister Growth Management Program, Chapter 16.64 of the Municipal Code, in implementing the policies and objectives of the General Plan, declares the intent of the City to encourage projects that add to the circulation network as a whole, providing for the needs of many types of users, including the roadway network and public transit, as well as pedestrians and bicyclists. Projects that lead to a balanced community while maintaining identified levels of service, and high quality transportation infrastructure are important to the City. In addition, Measure U provides that the project be evaluated with reference to its ability to include adequate access to public safety vehicles and safe and efficient circulation.

With the foregoing points in mind, the City of Hollister has identified Rating Criteria that awards points for the provision of a balanced transportation network to serve the community. The construction of streets primarily benefiting the project itself is awarded a lower point score. A higher point score is awarded to projects that complete specific transportation sections or segments, i.e. street connections, bicycle paths, bridges, and other specific improvements identified in the General Plan. Further, points can be achieved by projects that provide additional ancillary improvements to the transportation network or for over-engineered (upsized) infrastructure elements providing for future needs of the City, as well as opportunities for alternative transportation. Circulation efficiency and a balanced transportation network are key.

Green Building Concepts: The City of Hollister Growth Management Program, Chapter 16.64 of the Municipal Code looks to the maintenance and improvement of the environment, considering the City's natural setting, all the while encouraging and promoting a balanced community, and providing a sound economic base. The incorporation of Green Building concepts are important to the effort of satisfying the policies of the General Plan and the desires of residents and community leaders alike. In addition, Measure U establishes that the project shall be evaluated with reference to its utilization of water conservation measures, energy conservation measures, and other energy efficient techniques, materials, and appliances.

Considering the foregoing, the City of Hollister has identified Rating Criteria that award points to projects incorporating techniques that maximize energy efficiency and the conservation of resources. The more the project is able to work in harmony with the existing environment, including the terrain, and trees, the higher the number of points assessed. The project evaluation process will provide greater valuation to projects that maximize energy efficiency and conservation, including construction materials, landscaping and maintaining the natural environment and setting, and any quantifiable reduction in energy use as compared to standard construction practices.

For homes designated as "Solar Homes," industry standards shall be followed in determining whether the homes receive points. A recognized State of California certification program, or a PG&E certification program are examples of what will be acceptable. A Passive Solar Home shall reduce overall average energy usage a minimum of 45 percent; an Active Solar Home shall reduce overall average energy usage a minimum of 85 percent.

Housing Density Mix: The City of Hollister Growth Management Program, Chapter 16.64 of the Municipal Code declares a desire of the City to encourage the construction of an appropriate share of housing for all income segments of the population, including the provision of rental housing, and housing for seniors, while maintaining a sound economic base. In addition, Measure U states that the project shall be evaluated with reference to whether it provides a mix of housing types, and otherwise furthers the goals of the Housing Element of the City's General Plan.

With the foregoing points in mind, the City of Hollister has identified Rating Criteria that awards points for the provision of a mix of housing types in a single development. All projects are encouraged to provide housing for all segments of the population, according to the State of California Regional Housing Needs Assessment (RHNA). Points are based on the percentage of low income units in the individual development.

Housing Types are defined as follows:

- Detached Single-Family
- Attached Single-family
- Vertical Mixed Use
- Custom Lots
- Manufactured Homes
- Second Dwelling Units
- High Density/Multi-Family

Design Elements: The City of Hollister Growth Management Program, Chapter 16.64 of the Municipal Code, in implementing the policies and objectives of the General Plan, declares the intent of the City to encourage high quality development leading to the sustainable long-term growth of the City. Efforts are realized through projects incorporating a high quality design, with ample variety to provide options to residents and to provide a lasting product. Part of high quality design is the treatment of the existing site, including the preservation of desirable features, particularly historic or cultural features. Quality design features take into account the design and utilization of the site itself, and the built environment. Measure U states the project's site design shall be evaluated with reference to its conformity to the natural topography, its use of open space, and the preservation of such resources as existing housing units, trees, water recharge areas, and historical buildings. The site layout shall be evaluated for the preservation of desirable views, vistas, and view corridors. Other criteria include the provision of on-site privately maintained recreational amenities such as open spaces, improved park areas, bike paths, and foot trails.

Applicants are encouraged to incorporate multiple features in their projects and provide supplemental design information in their applications. Per Measure U, the project shall be evaluated with reference to the quality of construction, architectural style, level of architectural relief and detailing, aesthetic landscaping, and the use of harmonious colors, which blend with the natural environment. The project shall be evaluated for its unique character and its compatibility with existing adjacent residential neighborhoods and land uses.

The preservation of parkland and open space is a very desirable amenity and leads to a harmonious environment and encourages a high level of well-being among the residents of Hollister. Therefore, projects that provide parks and open space in excess of the minimum requirements are strongly rewarded, receiving higher point scores.

Parkland points are awarded for the provision of "Passive Features," "Active Features," and "Active Features in a Structure." Examples of Passive Features would include a

picnic grove, and a rose garden; Active Features include such things as a basketball court and a tennis court; Active Features in a structure would include a recreation center and a swimming pool.

All upgraded design features for purposes of increased fire safety and police security shall be in accordance with approved industry standards, with the emphasis being that features awarded points are above and beyond minimum requirements. Increased public safety measures may include increased overall fire safety and preparedness plans; fire resistant building materials, and site and construction techniques, such as fire sprinklers, class A roof, stucco siding, masonry patios, fire resistant landscaping. Additional school safety elements may include provisions for safe walking routes for school children, recognized ancillary pedestrian safety features, or provision of after school or day care programs.

Lot Consolidation: The Housing Element recognizes combining small parcels in multi-family and mixed use zoning districts as a strategy to foster construction of higher density housing that may be affordable. Therefore, projects that combine properties between neighboring owners or consolidate properties will receive higher point scores and up to 50 allocations will be reserved for a lot consolidation project in the multi-family or mixed use districts. The City of Hollister Housing Element Program H.F. calls for the reservation of 50 allocations in the 2011-2012 allocation periods to facilitate the creation of lots more conducive to the development to higher density affordable infill housing projects in the multi-family and mixed use zoning districts. In the event housing allocations from the 2008-2010 allocation periods are re-allocated, lot consolidation projects in a multi-family or mixed use zoning will be one of the highest priorities.

Application Process

The City has provided a Residential Development Application under Measure U for completion by the applicant for use as an initial screening process. The initial screening process provides benefits to both the City and the applicant. The process will enable the applicant to determine if the proposed project meets the City's minimum requirements prior to investing time and money in completion of the required documents for the tentative map application. All Residential Development Allocation Applications under Measure U shall be submitted to the City at the following address no later than **5:00 pm February 28, 2011**

NOTE: Please include two copies of the site plan with a narrative and a \$58.00 per unit/lot fee.

City of Hollister
Attn: Development Services Department
420 Hill Street, Building A
Hollister, CA 95023

The Development Services Department, in consultation with other City departments, will review each Residential Development Application under Measure U and will prepare a report for review by the Planning Commission, based on an objective evaluation of the projects' individual merits, as scored against the criteria. It should be noted that the City of Hollister intends to allocate portions of the total available units to specific General Plan areas. These General Plan areas have been identified as Affordable, Mixed Use Commercial, West Gateway, High and Medium Density Residential, Low Density Residential, and Small Projects. Because each of the areas have unique opportunities and constraints, each application will be compared against other applications in the same land use areas.

The Planning Commission shall hold a public hearing and shall review the report submitted by the Development Services Department. The Department shall assess a final point score for each application and competitively evaluate each project application and establish a ranking for each project based upon its assigned score.

Rating criteria is attached as Exhibit A and the application form is attached as Exhibit B.

Allocations by General Plan Land Use Designations - Round 2

The City of Hollister will be allocating for building units under Measure U (Ordinance 979) for calendar years 2011 to 2012. Each calendar year represents 244 residential dwelling units, 40 of which need to be available for low and very-low income housing and 50 units will be reserved for lot consolidation in a multi-family or mixed use district in the Round 2 allocation. Therefore, the number of market rate units available per year in 2011 and 2012 is 204 units with a total of 408 of which 50 will be reserved for lot consolidation in the mixed use or multi-family zoning districts. Round 2 will also include

a total of 80 affordable residential dwelling units. However, 45 of the affordable units have been tentatively reserved for a proposed 65 unit affordable housing project leaving a balance of 35 affordable units for Round 2.

Although performance agreements have not been executed, a portion of the 408 market rate units available will be committed to projects awarded in Round 1. For the following exercise, staff is assuming 151 units will be given to previous projects and approximately 257 market rate units shall be available for new Round 2 proposals.

The City Council has determined that allocations should be distributed by General Plan land use districts with the exception of small projects. Small projects are defined as no more than 8 total units. Those land districts permitting residential uses have been prioritized as follows:

LAND USE PRIORITY	ALLOCATIONS
Affordable	35*
Lot consolidation in a Mixed use	
High or Medium Density District	50
Mixed Use Commercial	50
West Gateway	50
High and Medium Density Residential	40
Low Density Residential	50
Small Projects	17
Total	257

In the event that units are not used in a land use category, they can be moved to another land use district at the direction of the City Council.

* Affordable housing units are defined as those units restricted to Low and Very Low income, for sale or rental, and can be provided in any of the General Plan Land Use Districts.

EXHIBIT A RATING CRITERIA

The following questions will receive three (3) points in the event the answer is “Yes.” Possible points within this category is eighty-four (84).

1. Is the project within the existing city limits?
2. Does the proposed project development team have experience in similar projects to complete the project within the allocated timeframe presented in the application?
3. Is the project outside an identified flood hazard area?
4. Is the project adjacent to existing urbanized development and services?
5. Can the project access an existing City water main without requiring the extension of a water main?
6. Can the project access an existing sewer trunk line without requiring the extension of a sewer trunk line?
7. Is the project within the Redevelopment Project Area?
8. Does the project consolidate lots to facilitate higher density development?
9. Will the project reuse any existing buildings or structures?
10. Is the project served by existing city streets?
11. Does the project include the completion of needed improvements to existing streets, either on-site or off-site?
12. Does the project provide multiple access streets to the project site?
13. Does the project provide any residential units other than standard market-rate, detached single-family units?
14. Are at least 10% of the units at higher density than the City’s General Plan low-density definition of 8 units per acre?
15. Are at least 25% of the units at a higher density than the City’s General Plan low-density definition of 8 units per acre?
16. Are at least 50% of the units at a higher density than the City’s General Plan low-density definition?

17. In order to assist the city in meeting its RHNA requirements, does the project provide residential units affordable to moderate income households?
18. In order to assist the city in meeting its RHNA requirements, does the project provide residential units affordable to low income households?
19. In order to assist the city in meeting its RHNA requirements, does the project provide residential units affordable to very-low income households?
20. In order to assist the city in meeting its RHNA requirements, does the project provide residential units affordable to the extremely-low income households?
21. Is a low-income housing company, agency, or non-profit included in the project team in order to ensure the construction and occupancy of residential units identified as affordable.
22. Does the project include a mix of housing types, such as town-homes, condominiums, or apartments?
23. Will the project provide at least one permanent job per residential unit?
24. Will the project generate any retail sales tax revenue to the city?
25. Will the project generate more than \$200 per year in sales tax per residential unit?
26. Does the project provide more than the required park enhancements, dedication of new parkland, or in-lieu fees in order to provide better amenities for on-site parks or off-site parks?
27. Does 25% of the units have at least one entry, one bathroom on ground floor and one bedroom on ground floor that is “accessible?”
28. Will the project development utilize at least 25% of labor and materials from San Benito County sources?

The following questions will receive two (2) points in the event the answer is “Yes.” Possible points within this category is seventy-four (74).

1. Are electrical and gas service already provided to the site?
2. Will the project maintain or lower the existing peak flow of all storm drainage systems?
3. Is the project site located within the average response time for emergency and medical vehicles?
4. Will the project include on-site security in perpetuity?
5. Will the project provide new development on a blighted or an otherwise under-utilized site?
6. Has the project minimized the use of any new cul-de-sacs?
7. Is the project designed such that sound walls are minimized?
8. Will the project be covered by a Home Owners Association or Property Owner/Manager?
9. Are common areas, including any roadways, landscaping, or sound walls (if required), to be maintained by a Home Owners Association or Property Manager?
10. Does the project provide other bicycle or pedestrian amenities, such as benches, either on-site or off-site?
11. Does the project propose the installation of high efficiency electrical systems?
12. Does the project include the use of solar efficient reflective roofs?
13. Will the maximum extent of site grading on the project site consist of standard surface grading and trenching?
14. Does the project preserve the natural settings and features of the site or provide for enhancements to other natural areas of city?
15. Does the project provide a mix of lot sizes or building setbacks?

16. Does the project provide for a variety of building footprints?
17. Does the project provide any units specifically for special needs residents, including senior age restricted residences?
18. Will the project provide any new permanent jobs within the city?
19. Does the project include the enhancement of any historic resources, either on-site or off-site?
20. Is the project designed to allow alternate street presentation for the residential units, i.e. alleys loaded residential units?
21. Does the residential design provide for a variation of garage locations?
22. Does the project provide a variety in façade treatments?
23. Does the project provide for a variety of setbacks to buildings?
24. Does the project avoid sharp or angled lots?
25. Are the residential properties and any common areas provided with water conserving landscaping?
26. Will the residential units include fire sprinklers?
27. Will the residential units be constructed with approved fire resistive materials?
28. Will the project provide visual and architectural distinction between the units?
29. Will the project provide five or more elevations designs for the front of the units?
30. Has the project been comprehensively designed and reflects quality development?
31. Does the project retain all existing wetlands or designated wildlife habitat areas?
32. Does the proposed project provide any passive recreational features?
33. Does the proposed project provide any active recreational feature?
34. Does the project include conjunctive use arrangements with the school district to maximize the use of recreational lands?
35. Will the project applicant contribute additional parkland development impact funding of at least 25% of the existing fee.

36. Will the project applicant contribute additional school impact funding of at least 25% of the existing fee?
37. Will the project applicant contribute funding to the library of at least \$100.00 per unit?

The following questions will receive one (1) point in the event the answer is “Yes.” Possible points within this category is thirty-two (32).

- 1) Does the project provide bicycle and pedestrian linkages, either on-site or off-site?
- 2) Does the project provide bike lockers or racks either on-site or off-site?
- 3) Does the project provide public transit amenities either on-site or off-site?
- 4) Does the project provide a recycling program to reduce construction waste?
- 5) Does the project incorporate the use of sound reduction techniques and construction materials?
- 6) Will the residential units use building insulation with minimum 25% recycled content?
- 7) Will a reclaimed water (purple pipe) system be installed in landscape areas of the proposed project?
- 8) Do the grading activities of the project site balance?
- 9) Will shade trees be provided along the southern and western sides of residential properties?
- 10) Does the project provide for the use of passive solar systems in a majority of the residences?
- 11) Are the units designed and wired for the use of active solar systems in a majority of the residences?
- 12) Are a majority of the residential units oriented with broad southern exposure to maximize solar benefit?

- 13) Are two story units less than half of the total units?
- 14) Are two story units restricted from being next to each other?
- 15) Are two story units provided with an increased side yard setback?
- 16) Will the residential units be provided with a variety of front yard landscaping?
- 17) Will the residential development be provided with high performance outdoor lighting?
- 18) Will the development include lighted curb address numbers?
- 19) Will the residential units be provided with hard-wired alarm systems?
- 20) Will the residential units be provided with hard-wired video surveillance systems?
- 21) Will the project site be provided with hard-wired video surveillance along the public right of way for future use by the Hollister Police Department?
- 22) Does the project include a set-aside for financial incentive for a Neighborhood Watch Program or Neighborhood Emergency Preparedness Program?
- 23) Does the proposed project include a detailed set of design guidelines?
- 24) Will the project provide a harmonious use of external materials creating a consistent look to the building façades?
- 25) Does the project design include no repetition of floor plan or elevations directly across the street?
- 26) Does the project design include no repetition of floor plans or elevations adjacent on either side?
- 27) Will the project incorporate a minimum of two roof lines and pitches consistently throughout project site?
- 28) Is the project site free of, or provide support for the preservation of, riparian corridors or waterways?
- 29) Is the project site free of, or provide support for the preservation of, creeks and natural waterways?
- 30) Does the project provide common areas for open space and adequate buffers at the urban/non-urban interface?

- 31) Does the project have any other distinguishing features and/or community enhancements?
- 32) Will the project applicant contribute a minimum of \$100.00 per residential unit allocated to a local non-profit organization conducting business in the City of Hollister?

ROUND 2
RESIDENTIAL DEVELOPMENT APPLICATION
UNDER MEASURE U

Project Name_____

Project Location_____

Project Applicant_____

Date_____

Please provide a proposed project narrative to include number of units by type, size, affordability, special need, and identify number of floors.

Detached Single Family_____ Attached Single Family_____

Vertical Mixed Use_____ Custom Lots_____ Manufactured Homes_____

Second Dwelling Units_____

Attached Multi-Family Apartment Units_____

Number of new units requested_____

Number of rehabilitated units requested_____

Total number of units requested_____

Zoning Designation_____

General Plan Designation_____

Contact Information:

Developer: Address

Property Owner: Address

Phone_____

Phone_____

e-mail_____

e-mail_____